

# Design, Illustration & Media Arts

Kali Mattern, Instructor  
matternk@hartfordschools.net

The Design, Illustration & Media Arts (DIMA) program at the HACTC is full of creative thinkers. Through this program students explore the technology skills for a growing creative industry. Students use industry standard Mac platform software with the most up-to-date Adobe software. Students work through projects that introduce them to many different aspects of digital illustration, digital video production, digital photography, 2-D animation, and motion graphics.

Students also accept “live jobs” from the public sector and must learn how to create professional quality work products, follow real-world timelines and work with clients. Students will prepare themselves for their endeavors after high school by creating a professional online portfolio, resume, and cover letter that they can use for post secondary education or the workforce.

## Concurrent Enrollment for College Credit:

Fundamentals of Design, 3 credits, Lakes Region Community College (pending)  
Design Software Essentials, 3 credits, Lakes Region Community College (pending)  
Digital Illustration, 3 credits, Lakes Region Community College (pending)  
Introduction to Photography, 3 credits, Lakes Region Community College (pending)

## Industry Certifications:

Adobe Photoshop CC; Adobe Dreamweaver CC;  
Adobe Illustrator CC; Adobe InDesign CC;  
CareerSafe OSHA Certification;  
CPR/AED and First Aid; and  
Conover® Workplace Readiness.

## Embedded High School Credit: Art

## Articulation Agreements for Advanced Standing:

Northern Vermont University - Johnson  
Northern Vermont University - Lyndon

## Units of Study:

### LEVEL I

- Traditional, Digital Illustration
- Digital Photography
- Graphic Design and Desktop Publishing
- Culminating Book Design Project
- Digital Assessment Tool

### LEVEL II

- Video Production
- 2-D Animation
- Motion Graphics
- Culminating Advertising Campaign Project
- Digital Assessment Tool

